Approved for use through 10/31/2002. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## **UTILITY PATENT APPLICATION TRANSMITTAL**

		(Only for new nonprovisional applications under 37 GFR 1.53(b))	
		cket No. <u>04565.P001X</u>	M.S
	ximum 12 characte Named II	Inventor Larry LUNETTA	7
Title	: <u>MET</u>	THOD AND SYSTEM AUTOMATICALLY TO PRICE A PROMOTIONAL PRODUCT	
Expr	ess Mail	Label No EL617207116US	· .
ADD	RESS TO	O: Assistant Commissioner for Patents Box Patent Application Washington, D. C. 20231	
		ON ELEMENTS chapter 600 concerning utility patent application contents.	
1.	_ <b>X</b>	Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original, and a duplicate for fee processing)	
2.		Applicant Claims Small Entity Status. (37 CFR 1.27)	
3.	<u> </u>	Specification (Total Pages) (preferred arrangement set forth below) - Descriptive Title of the Invention - Cross Reference to Related Applications - Statement Regarding Fed sponsored R & D - Reference sequence listing, a table, or a computer program listing appendix - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings (if filed) - Detailed Description - Claim(s) - Abstract of the Disclosure	
4.	<u>X</u>	Drawings(s) (35 USC 113) (Total Sheets <u>14</u> )	
5.	<u>x</u>	Oath or Declaration (Total Pages <u>5</u> )	
		a. X Newly Executed (Original or Copy)	
		b Copy from a Prior Application (37 CFR 1.63(d)) (for Continuation/Divisional with Box 17 completed)	
		i <u>DELETIONS OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).	
		c. X Unsigned.	
6.		Application Data Sheet. (37 CFR 1.76)	
7.		CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)	
8.	(if applicab	Nucleotide and/or Amino Acid Sequence Submission able, all necessary) Computer Readable Form (CRF)	
	b	Specification Sequence Listing on: iCD-ROM or CD-R (2 copies); or	
	C.	ii paper Statement verifying identity of above copies	

řĺ

ACCOMPANYING APPLICATION PARTS									
9. X Assignment Papers (cover sheet & documents(s)) 10 a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)									
b. Power of Attorney									
11	English Translation Document (if applicable)								
12. <u>X</u>	a. Information Disclosure Statement (IDS)/PTO-1449								
_x_	b. Copies of IDS Citations								
13	Preliminary Amendment								
14. <u>X</u>	Return Receipt Postcard (MPEP 503) (Should be specifically itemized)								
15	Certified Copy of Priority Document(s) (if foreign priority is claimed)								
16. <u>X</u>	Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). <u>Applicant must attach form PTO/SB/35 or its equivalent</u> .								
17	Other:								
18A. If a CON	TINUING APPLICATION, check appropriate box and supply the requisite information:								
	ntinuation Divisional <u>X</u> Continuation-in-part (CIP) cation No.: <u>09/758,648</u> Examiner <u>Not yet assigned</u> Group Art Unit <u>2621</u>								
(which is a c	ontinuation/ divisional/ CIP of prior application no, ontinuation/ divisional/ CIP of prior application no, (List entire chain of priority)								
which is a c	ontinuation/ divisional/ CIP of prior application no) (List entire chain of priority)								
For CONTINUAT oath or declarat continuation or	Applicant(s): Also include a Preliminary Amendment to amend the specification to claim priority.  For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.								
18B. Statemen	t under 37 CFR 3.73(b) for <u>continuing</u> application:								
The unde	rsigned states that (name of assignee) is the								
	entire right, title, and interest in the accompanying patent application by virtue of an assignment Patent and Trademark Office at Reel. No Frame No (or a copy of								
which is attache	ed).								
19. Corres	pondence Address								
Custon	ner Number or Bar Code Label								
X Corres	or (Insert Customer No. or Attach Bar Code Label here) pondence Address Below								
NAME And	dré L. Marais								
-	KELY, SOKOLOFF, TAYLOR & ZAFMAN LLP								
	12400 Wilshire Boulevard								
_	Courselly Floor								
-	Seventh Floor								
CITY Los Ange	eles STATE California ZIP CODE 90025-1026								
CountryU.S	S.A. TELEPHONE (408) 947-8200 FAX (408) 947-8280								
Name (PRINT/TYPE): André L. Marais Registration No.: 48,095									
Signature:									

PTO/SB/35(11-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

REQUEST AND CERTIFICATION U	NDER 35 U.S.C. 122(b)(2)(B)(i)
First Named InventorLarry LUNETTA TitleMETHOD AND SYSTEM AUTOMATICALLY TO PRICE	A PROMOTIONAL PRODUCT
Attorney Docket No. <u>04565.P001X</u>	
I hereby certify that the invention disclosed in the attached an application filed in another country, or under a multilate months after filing. I hereby request that the attached app	ral agreement, that requires publication at eighteen
O8   14/01 Date	Signature
	André L. Marais Typed or Printed Name
	48,095  Registration No.
This request must be signed in compliance with 37 CFR 1 filing.  Applicant may rescind this nonpublication request at any trapplication not be published under 35 U.S.C. 122(b), the a eighteen months after the earliest claimed filing date for with the signed sig	ime. If applicant rescinds a request that an application will be scheduled for publication at
If applicant subsequently files an application directed to the another country, or under a multilateral international agree eighteen months after filing, the applicant <b>must</b> notify the filing within forty-five (45) days after the date of filing of success will result in abandonment of this application (35 U	ement, that requires publication of applications United States Patent and Trademark Office of such ch foreign or international application. <b>Failure to do</b>

Send to: Assistant Commissioner for Patents, Washington, D.C. 20231

2/15/01 - 3 -

PTO/SB/17(11-00
Approved for use through 10/31/2002. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

				TOTAL AT	MOUNT OF BAY	MENT (A)	4 1	E06 00		
<b>.</b>	-4- 14 14:-			TOTAL AN	MOUNT OF PAY	VIENI (\$)		<u>586.00</u>		
	ete if Kn ation No		Nam	annliaation						
	ation No Date		Here	application	1					
					<del>\</del>					
		ventor								
	er Name				<u> </u>					
	y Docket			55.P001X		<del></del>				
WEI (17)	י אט טט י	PAYMEI	•	•	reby authorized	to charge in	dicated	l fees and	cred	it
		any ov	er payn	nents to:	-	<b>3</b>				
				unt Numbe unt Name	r <u>02-2666</u>					
[	<b>X</b> ]	Charge	e Any A	dditional F	ee Required Un	der 37 CFR 1	.16 and	11.17		
[	[ <b>x</b> ]	Applic	ant clai	ms small e	ntity status. Se	e 37 CFR 1.2	7			
2	<u>X</u>	Payme	ent Encl	osed:	X Check	, <del>, , , , , , , , , , , , , , , , , , </del>				
				_	Credit					
				_	Money	Order				
					Other					
1. E	BASIC F	FILING F	EE							
		FILING F								
1. <u>E</u> Large E Fee		Small   Fee								
Large E	<u>Entity</u>	<u>Small</u>	Entity		<u>scription</u>					Fee Paid
Large E Fee Code	Entity Fee	Small   Fee	Entity Fee	Utility a	pplication filing					Fee Paid 710.00
Large E Fee Code 101	Entity Fee (\$)	Small   Fee Code	Entity Fee (\$)	Utility a Design	pplication filing application filing					
Large E Fee	Entity Fee (\$) 710	Small Fee Code 201	Entity Fee (\$) 355	Utility a	pplication filing application filing					
Large E Fee Code 101 106 107	Entity Fee (\$) 710 320	Small Fee Code 201 206	Entity Fee (\$) 355 160	Utility a Design a Plant fili Reissue	pplication filing application filing ing fee a filing fee	g fee				
Large E Fee Code 101 106	Entity Fee (\$) 710 320 490	Small   Fee Code 201 206 207	Entity Fee (\$) 355 160 245	Utility a Design a Plant fili Reissue	pplication filing application filing ing fee	g fee				
<u>Large E</u> Fee Code 101 106 107 108	Entity Fee (\$) 710 320 490 710	Small   Fee Code 201 206 207 208	Entity Fee (\$) 355 160 245 355	Utility a Design a Plant fili Reissue	pplication filing application filing ing fee a filing fee	g fee	SUBT	FOTAL (1)	\$ <u>.7</u>	710.00
Large E Fee Code 101 106 107 108 114	Entity Fee (\$) 710 320 490 710	Small   Fee Code 201 206 207 208	Entity Fee (\$) 355 160 245 355 75	Utility a Design a Plant fili Reissue	pplication filing application filing ing fee a filing fee	g fee	SUBT	Fee from		710.00
Large E Fee Code 101 106 107 108 114	Entity Fee (\$) 710 320 490 710	Small   Fee Code 201 206 207 208 214	Entity Fee (\$) 355 160 245 355 75	Utility a Design a Plant fili Reissue	pplication filing application filing ing fee a filing fee	g fee filing fee	SUB1			710.00
Large E Fee Code 101 106 107 108 114	Entity Fee (\$) 710 320 490 710 150	Small   Fee   Code   201   206   207   208   214   CLAIM	Entity Fee (\$) 355 160 245 355 75	Utility a Design a Plant fili Reissue Provisio	pplication filing application filing ing fee e filing fee onal application Extra Claims	g fee filing fee		Fee from	1	710.00 10.00 Fee Paid
Large E Fee Code 101 106 107 108 114 2. <u>E</u>	Entity Fee (\$) 710 320 490 710 150  EXTRA	Small   Fee   Code   201   206   207   208   214   CLAIM	Entity Fee (\$) 355 160 245 355 75	Utility a Design a Plant fili Reissue Provisio	pplication filing application filing fee e filing fee onal application  Extra Claims	g fee filing fee	x	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114	Entity Fee (\$) 710 320 490 710 150  EXTRA	Small   Fee   Code   201   206   207   208   214   CLAIM     62   Claims	Entity Fee (\$) 355 160 245 355 75	Utility a Design a Plant fili Reissue Provisio	pplication filing application filing fee e filing fee onal application  Extra Claims	g fee filing fee		Fee from	_ =	710.00 10.00 Fee Paid
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Total C Indepe	Entity Fee (\$) 710 320 490 710 150  EXTRA Claims endent	Small   Fee   Code   201   206   207   208   214   CLAIM   62   Claims   endent	Entity Fee (\$) 355 160 245 355 75 FEES	Utility a Design a Plant fili Reissue Provision  - 20** = - 3** =	pplication filing application filing fee e filing fee conal application  Extra Claims  = 42 = 1	g fee filing fee	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Total C Indepe	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent (le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75 FEES	Utility a Design a Plant fili Reissue Provision  - 20** = - 3** =	pplication filing application filing fee e filing fee onal application  Extra Claims	g fee filing fee	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multipl **Or no	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent () le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75 FEES	Utility a Design a Plant fili Reissue Provision  - 20** = - 3** =	pplication filing application filing fee e filing fee conal application  Extra Claims  = 42 = 1	g fee filing fee	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multipl **Or no	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent (le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES  sly paic Entity Fee	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** =	pplication filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue	g fee filing fee	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multipl **Or nu Large E Fee Code	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent () le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES   Sly paid Entity Fee (\$)	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** =	pplication filing application filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue	g fee filing fee	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multipl **Or nu Large E Fee Code 103	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent ( le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES   Sly paid Entity Fee (\$) 9	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** = I, if greate  Fee Desc	pplication filing application filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue exception n excess of 20	g fee filing fee es, see belov	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multiple **Or nu Large E Fee Code 103 102	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES  4  sly paid Entity Fee (\$) 9 40	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** = I, if greate  Fee Desc Claims in Independ	pplication filing application filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue exiption n excess of 20 dent claims in ex	g fee filing fee es, see below	X X	Fee from below	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multip **Or no Large E Fee Code 103 102 104	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent le Depe umber   Entity Fee (\$) 18 80 270	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES  4  sly paid Entity Fee (\$) 9 40 135	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** = I, if greate  Fee Desc Claims in Independ Multiple of	pplication filing application filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue exiption n excess of 20 dent claims in exdependent claims	g fee filing fee es, see below	X X w.	Fee from below 18.00 80.00	_ =	710.00 10.00 Fee Paid 756.00
Large E Fee Code 101 106 107 108 114  Z. <u>E</u> Multiple **Or nu Large E Fee Code 103 102	Entity Fee (\$) 710 320 490 710 150  EXTRA  Claims endent le Depe	Small Fee Code 201 206 207 208 214 CLAIM I	Entity Fee (\$) 355 160 245 355 75  FEES  4  sly paid Entity Fee (\$) 9 40	Utility a Design a Plant fill Reissue Provision  - 20** = - 3** = I, if greate  Fee Desc Claims in Independ Multiple o **Reissue	pplication filing application filing application filing fee e filing fee onal application  Extra Claims  = 42 = 1 er; For Reissue exiption n excess of 20 dent claims in ex	filing fee filing fee es, see below ccess of 3 n, if not paid laims over o	X X w.	Fee from below  18.00  80.00	- = - = - =	710.00 10.00 Fee Paid 756.00

## **FEE CALCULATION (continued)**

## **ADDITIONAL FEES** 3.

	Entity	Small E			
Fee	Fee	Fee	Fee	Eas Description	Fee Paid
Code	(\$) 130	Code 205	(\$) 65	Fee Description Surcharge - late filing fee or oath	i ee raiu
105	130 50	205 227	25	Surcharge - late minig fee of oath Surcharge - late provisional filing fee	
127	50	221	25	or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for ex parte reexamination	
112	920*	112	920*	Requesting publication of SIR prior to	
112	320		020	Examiner action	
113	1,840*	113	1.840*	Requesting publication of SIR after	
	.,		1,010	Examiner action	
115	110	215	55	Extension for reply within first month	
116	390	216	195	Extension for reply within second month	
117	890	217	445	Extension for reply within third month	
118	1,390	218	695	Extension for reply within fourth month	
128	1,890	228	945	Extension for reply within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive – unavoidable	
141	1,240	241	620	Petition to revive - unintentional	
142	1,240	242	620	Utility issue fee (or reissue)	
143	440	243	220	Design issue fee	
144	600	244	300	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Processing fee under 37 CFR 1.17(q)	
126	180	126	180	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per	
				property (times number of properties)	40.00
146	710	246	355	For filing a submission after final rejection	
				(see 37 CFR 1.129(a))	
149	710	249	355	For each additional invention to be examined	
				(see 37 CFR 1.129(b))	
179	710	279	355	Request for Continued Examination (RCE)	
169	900	169	900	Request for expedited examination of a design	
405	200	405	200	application	
195	300	195	300	Publication fee for early, voluntary, or normal	
106	200	196	300	publication  Bublication for for republication	
196 104	300 130	111	111	Publication fee for republication Request for voluntary publication or republication	
194 098	130 130	194 098	130 130	Processing fee under 37 CFR 1.17(i)	
096 091	1,240	098 091	1,240	Acceptance of unintentionally delayed claim for priority	,
JJ 1	1,240	UJI	1,240	Acceptance of unintentionally delayed claim for priority	
Other '	fee (speci	fy)			
Other	faa (eneei	fu)			
	iee (shedi	' <i>!</i> /	н .		
				SUBTOTAL (3) \$_4	10.00
		c Filing Fee	Paid	A Company of the Comp	
<u>SUBN</u>	IITTED B	Y:			

<u> ၁</u> ၊	<u> </u>	<u> </u>	IV	Ш		<u> 1</u>	<u>_</u>	<u> </u>	B	1	٠
CI		0	R.		_	┰		п	0	v	

**Typed or Printed Name:** <u>ndré L. Marais</u>

Signature:

48,095 Reg. Number:

Date:

**Telephone Number:** <u>(408) 947-8200</u>

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

01/25/01

"Express Mail" mailing label number: Express Mail" Date of Deposit: August 14,207 1445

I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231

(Typed or printed hame of person mailing paper or fee)

(Signature of person mailing paper or fee)

DOULDE OVERDED

ğ ===